



WDAF-TV

How to  
ORDER

Print Date 10/19/12 Page 1 of 4

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	574910	/	<b>KANDER FOR MISSOURI</b>	<u>Alt Order #</u>	09771612
<u>Original Date / Revision</u>	10/19/12	10/19/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	<b>Kander/D/Sec of State</b>		<b>650 Massachusetts Ave NW Suite 210 Washington, DC 20001</b>	<u>Order Type</u>	GENERAL
<u>Agency</u>	<b>Buying Time LLC</b>			<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Sales Office</u> DC-M <u>Sales Region</u> NAT <u>Agency Ref</u>	<u>Billing Calendar</u>	BROADCAST
<b>650 Massachusetts Ave NW Suite 210 Washington, DC 20001</b>				<u>Demographic</u>	A35+
				<u>Rev Codes</u>	SP-POL CAN
				<u>Product Codes</u>	PL1Xb
				<u>Priority</u>	3
				<u>Advertiser Ref</u>	

### Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 98750

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	30612
KCWE	%	0
KMBC	22%	21725
KMCI	%	0
KPXE	%	0
KSHB	27%	26662
KSMO	%	0

Order Totals					Billing Plan					
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount	
October 2012	35	\$16,787.50	\$19,750.00	0.00	10/01/12	10/22/12	35	\$16,787.50	\$19,750.00	
<b>Totals</b>	<b>35</b>	<b>\$16,787.50</b>	<b>\$19,750.00</b>	<b>0.00</b>						



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### Contract / Revision

574910 Flight Dates 10/16/12-10/22/12

### Hiatus Dates

**Original Date / Revision**

10/19/12 / 10/19/12

Order Sep 00:15:00

Advertiser Kander/D/Sec of State

Product KANDER FOR MISSOURI

Estimate # 1951



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Contract / Revision			574910	Flight Dates 10/16/12-10/22/12			Hiatus Dates								
Original Date / Revision			10/19/12/	10/19/12			Order Sep 00:15:00								
Advertiser	Kander/D/Sec of State			Product	KANDER FOR MISSOURI			Estimate #	1951						
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
14	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
Noons News										REV					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/22/12			10/28/12	M-----	1	\$300.00	0.00								
15	4	10/18/12	10/18/12	M-F 5-6p 5-630p	CM-All	5-530p	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News										(5:00 PM-5:30 PM)					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12			10/21/12	-T-----	1	\$600.00	0.00								
16	4	10/18/12	10/18/12	M-F 5-6p 5-530p	QM-All	5-530p	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News										(5:00 PM-5:30 PM)					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12			10/21/12	---T---	1	\$600.00	0.00								
17	4	10/23/12	10/22/12	M-F 5-6p 5-630p	CM-All	5-530p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News										(6:00 PM-5:30 PM)					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/22/12			10/28/12	M-----	1	\$600.00	0.00								
18	4	10/17/12	10/17/12	M-F 5-6p 530-6p	CM-All	530-6p	--W----	:30	1	\$600.00	2	0.00	NM	0	\$0.00
News										(5:30 PM-6:00 PM)					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12			10/21/12	--W----	1	\$600.00	0.00								
Spot	Ch Date Range			Description			Start/End Time		Weekdays		Length	Rate	Rtg	Type	
	1	4	10/15/12-10/21/12	M-F 5-6p	530-6p		(5:30 PM-6:00 PM)		W-----		:30	(\$600.00)	0.00	NM	
Credited															
19	4	10/19/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News										(5:30 PM-6:00 PM)					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12			10/21/12	----F--	1	\$600.00	0.00								
20	4	10/16/12	10/16/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$900.00	2	0.00	NM	1	\$900.00
News										REV					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12			10/21/12	-T-----	1	\$900.00	0.00								
E 21	4	10/16/12	10/16/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	-T-----	:30	1	\$800.00	3	0.00	NM	0	\$0.00
News										REV					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12			10/21/12	-T-----	1	\$800.00	0.00								
Spot	Ch Date Range			Description			Start/End Time		Weekdays		Length	Rate	Rtg	Type	
	1	4	10/15/12-10/21/12	M-F 9-10p	9-10p	(9:30 PM-10:00 PM)		T-----			:30	(\$800.00)	0.00	NM	
Credited															
22	4	10/18/12	10/18/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	---T---	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News										REV					
Start Date			End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/15/12			10/21/12	---T---	1	\$800.00	0.00								
23	4	10/22/12	10/22/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00



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Contract / Revision		574910	Flight Dates 10/16/12-10/22/12				Hiatus Dates			
Original Date / Revision		10/19/12/	10/19/12				Order Sep 00:15:00			
Advertiser		Product KANDER FOR MISSOURI				Estimate #		1951		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Totals
					REV			Rate	Pri	Spots
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			Amount
Week: 10/22/12		10/22/12	10/28/12	M-----	1	\$800.00	0.00			
24	4	10/17/12	10/17/12	M-F 10-1030p	CM-All	10-1030p	--W---	:30	1	\$800.00
				M-F 10-1030p						
News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12		10/15/12	10/21/12	--W----	1	\$800.00	0.00			
25	4	10/22/12	10/22/12	M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00
				M-F 10-1030p						
News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/22/12		10/22/12	10/28/12	M-----	1	\$800.00	0.00			
26	4	10/22/12	10/22/12	M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00
				M-F 1030-1102p						
News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/22/12		10/22/12	10/28/12	M-----	1	\$600.00	0.00			
28	4	10/18/12	10/18/12	M-F 5-6p	CM-All	530-6p	--T---	:30	1	\$600.00
				530-6p	(5:30 PM-6:00 PM)					
News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12		10/15/12	10/21/12	--T---	1	\$600.00	0.00			
29	4	10/16/12	10/19/12	M-F 6-7a	CM-All	6-7a	-TWTF--	:30	1	\$600.00
				M-F 6-7a						
FOX News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	1	\$600.00	0.00			
30	4	10/16/12	10/19/12	M-F 7-8a	CM-All	7-8a	-TWTF--	:30	2	\$525.00
				7-8a	(7:00 AM-8:00 AM)					
FOX News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	2	\$525.00	0.00			
31	4	10/16/12	10/19/12	M-F 7-8a	CM-All	8-9a	-TWTF--	:30	2	\$525.00
				8-9a	(8:00 AM-9:00 AM)					
FOX News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	2	\$525.00	0.00			
32	4	10/16/12	10/19/12	M-F 5-6p	CM-All	5-530p	-TWTF--	:30	2	\$600.00
				5-530p	(5:00 PM-5:30 PM)					
News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	2	\$600.00	0.00			
33	4	10/16/12	10/19/12	M-F 5-6p	CM-All	530-6p	-TWTF--	:30	2	\$600.00
				530-6p	(5:30 PM-6:00 PM)					
News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12		10/15/12	10/21/12	-TWTF--	2	\$600.00	0.00			
E 34	4	10/20/12	10/20/12	Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$800.00
				Sa 10-1030p						
News					REV					
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 10/15/12		10/15/12	10/21/12	-----S-	1	\$800.00	0.00			

Totals

35 \$10,750.00



WDAF-TV

K. Wilson  
ORDER

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Flight Dates 10/16/12-10/22/12

Contract / Revision 574910 / **KANDER FOR MISSOURI**

Original Date / Revision

10/18/12 10/18/12 Agency Com 15% Billing Type Cash

Advertiser Kander/D/Sec of State **650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001**

Agency Buying Time LLC Sales Office DC-M Demographic A35+ Rev Codes SP-POL CAN GEN

Buying Contact Sales Region NAT Product Codes PL1Xb Priority 3

**650 Massachusetts Ave NW  
Suite 210  
Washington, DC 20001** Agency Ref Advertiser Ref

Primary Account Executive  
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 102750

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	31852
KCWE	%	0
KMBC	22%	22605
KMCI	%	0
KPXE	%	0
KSHB	27%	27742
KSMO	%	0

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	36	\$17,467.50	\$20,550.00	0.00	10/01/12	10/22/12	36	\$17,467.50	\$20,550.00
<b>Totals</b>	<b>36</b>	<b>\$17,467.50</b>	<b>\$20,550.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	4	10/17/12	10/17/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W---	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News															REV	
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12				10/21/12	--W---		1	\$300.00	0.00							
2	4	10/19/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News															REV	
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12				10/21/12	----F--		1	\$300.00	0.00							
3	4	10/22/12	10/22/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News															REV	
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12				10/28/12	M-----		1	\$300.00	0.00							



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Contract / Revision

574910

Flight Dates 10/16/12-10/22/12

### Hiatus Dates

Original Date / Revision

10/18/1

2/ 10/18/12

### Order Sep

00:15:00

Advertiser **Kander/D/Sec of State**

Product KANDER FOR MISSOURI

Estimate # 1951



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Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision

10/18/12/

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Order Sep 00:15:00

Advertiser Kander/D/Sec of State

Product KANDER FOR MISSOURI

Estimate # 1951

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals									
														Spots	Amount								
14	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00								
Noons News																							
REV																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/22/12				10/28/12		M-----		1		\$300.00		0.00											
15	4	10/16/12	10/16/12	M-F 5-6p 5-530p	CM-All	5-530p	-T-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/15/12				10/21/12		-T-----		1		\$600.00		0.00											
16	4	10/18/12	10/18/12	M-F 5-6p 5-530p	CM-All	5-530p	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/15/12				10/21/12		---T---		1		\$600.00		0.00											
17	4	10/22/12	10/22/12	M-F 5-6p 5-530p	CM-All	5-530p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/22/12				10/28/12		M-----		1		\$600.00		0.00											
18	4	10/17/12	10/17/12	M-F 5-6p 530-6p	CM-All	530-6p	--W----	:30	1	\$600.00	2	0.00	NM	0	\$0.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/15/12				10/21/12		--W----		1		\$600.00		0.00											
Spot				Ch		Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg		Type			
1				4		10/15/12-10/21/12		M-F 5-6p		530-6p		(5:30 PM-6:00 PM)		P--W-----		:30		(\$600.00)		0.00		NM	
Credited																							
19	4	10/19/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p	----F--	:30	1	\$600.00	2	0.00	NM	1	\$600.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/15/12				10/21/12		----F--		1		\$600.00		0.00											
20	4	10/16/12	10/16/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$900.00	2	0.00	NM	1	\$900.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/15/12				10/21/12		-T-----		1		\$900.00		0.00											
21	4	10/16/12	10/16/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	-T-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/15/12				10/21/12		-T-----		1		\$800.00		0.00											
22	4	10/18/12	10/18/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	---T---	:30	1	\$800.00	3	0.00	NM	1	\$800.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/15/12				10/21/12		---T---		1		\$800.00		0.00											
23	4	10/22/12	10/22/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00								
News																							
Start Date				End Date		Weekdays		Spots/Week		Rate		Rating											
Week: 10/22/12				10/28/12		M-----		1		\$800.00		0.00											



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Contract / Revision 574910 Flight Dates 10/16/12-10/22/12 Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12 Order Sep 00:15:00

Advertiser Kander/D/Sec of State Product KANDER FOR MISSOURI Estimate # 1951

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
24	4	10/17/12	10/17/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News															
Start Date 10/15/12 End Date 10/21/12 Weekdays --W----															
Spots/Week 1 Rate \$800.00 Rating 0.00															
25	4	10/22/12	10/22/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	M-----	:30	1	\$800.00	3	0.00	NM	1	\$800.00
News															
Start Date 10/22/12 End Date 10/28/12 Weekdays M-----															
Spots/Week 1 Rate \$800.00 Rating 0.00															
26	4	10/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
Start Date 10/22/12 End Date 10/28/12 Weekdays M-----															
Spots/Week 1 Rate \$600.00 Rating 0.00															
28	4	10/18/12	10/18/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---T---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
News															
Start Date 10/15/12 End Date 10/21/12 Weekdays ---T---															
Spots/Week 1 Rate \$600.00 Rating 0.00															
29	4	10/16/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-TWTF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
FOX News															
Start Date 10/15/12 End Date 10/21/12 Weekdays -TWTF--															
Spots/Week 1 Rate \$600.00 Rating 0.00															
30	4	10/16/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-TWTF--	:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
FOX News															
Start Date 10/15/12 End Date 10/21/12 Weekdays -TWTF--															
Spots/Week 2 Rate \$525.00 Rating 0.00															
31	4	10/16/12	10/19/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-TWTF--	:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
FOX News															
Start Date 10/15/12 End Date 10/21/12 Weekdays -TWTF--															
Spots/Week 2 Rate \$525.00 Rating 0.00															
32	4	10/16/12	10/19/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	-TWTF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
News															
Start Date 10/15/12 End Date 10/21/12 Weekdays -TWTF--															
Spots/Week 2 Rate \$600.00 Rating 0.00															
33	4	10/16/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	-TWTF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
News															
Start Date 10/15/12 End Date 10/21/12 Weekdays -TWTF--															
Spots/Week 2 Rate \$600.00 Rating 0.00															
N34	4	10/20/12	10/20/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
Start Date 10/15/12 End Date 10/21/12 Weekdays -----S-															
Spots/Week 1 Rate \$800.00 Rating 0.00															

Totals 36 \$20,550.00